



JOSH

NEW JOSH MANDEL

Revision #: 0 Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125
 Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T
 Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

#68822

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
EKRC-TV													
50	MTuWThFSaSu 10:00p-10:35p	RT	\$250.00	\$212.50	30	1	1	1	1	1	1	0	6
	LOCAL12 NWS@10<	P3	125			2	2	2	2	2	2		6
					Total Spots:	1	1	1	1	1	1	0	6
		Total Cost:	\$1,500.00	\$1,275.00									
		Total											
		NOV 12	\$1,500.00	\$1,275.00									6

Signature: _____

Disclaimer:



Station

Summary by Station/System

10/28/2012

Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125
Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T
Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
EKRC-TV	6	\$1,500.00	100%	\$1,275.00	100%
Market Total:	6	\$1,500.00		\$1,275.00	

Dienger, Whitney

From: Jacobs, Sarah
Sent: Monday, October 29, 2012 8:29 AM
To: Dienger, Whitney
Subject: FW: EKRC Mandel Changes

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Monday, October 29, 2012 8:28 AM
To: Jacobs, Sarah
Subject: RE: EKRC Mandel Changes

Good, thanks

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Monday, October 29, 2012 8:21 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: EKRC Mandel Changes
Importance: High

The rate needed for 10p News is \$125 P3.
You bought at \$250.
I have doubled all frequency, so you now have 2x per day.

Please confirm.
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

10/29/2012

ORDER



Orders
Order / Rev: 68822
Alt Order #:
Product Desc:
Estimate: 3125
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

CW Cincinnati
LSM LSM
CVG
Local

Agency
Name:
Buying Contact:
Billing Contact:

Strategic Media Placement
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Josh Mandel fo OHio US Senate
Demographic: HH
Product Codes: US Senate
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	12	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$1,500.00	\$1,275.00	0.00
Totals	12	\$1,500.00	\$1,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	1%	\$1,500.00
Market	100%	\$150,000.00

Competitive Share	Share	Total
UNKWN	59%	\$88,500.00
WCPO	0%	\$0.00
WKRC	40%	\$60,000.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																		
N 1	EKRC	10/31/12	11/05/12	M-Su 10p Local 12 News	10p-1035p	2-22222	:30	12	12	\$125.00	P-3	0.00	NM	12	\$1,500.00																		
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>--22222</td><td>10</td><td>\$125.00</td><td>0.00</td></tr><tr><td>Week: 11/05/12</td><td>11/11/12</td><td>2-----</td><td>2</td><td>\$125.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	--22222	10	\$125.00	0.00	Week: 11/05/12	11/11/12	2-----	2	\$125.00	0.00
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